

Honda reaches Cumulative 200,000 Units Motorcycle Production in Bangladesh

Dhaka, Bangladesh (December 23 2020): Bangladesh Honda Private Limited (BHL), a Honda's motorcycle subsidiary responsible for sales and manufacturing, announced that its cumulative motorcycle production has reached 200,000 units on this December 23, 2020.

To provide good quality products with affordable price to Bangladeshi people, BHL began assembling Honda CKD motorcycles at its rented factory in Gazipur, Dhaka, in 2013 with Honda CD80 as the first produced model. Production amount in first year was 66 units which was sold at three Honda dealerships.

BHL inaugurated own manufacturing factory in November 5, 2018 in Gajaria, Munsiganj district, to serve the growing demand of Honda motorcycle with approximately 49,000 motorcycles were produced in the first year. BHL's cumulative motorcycle production achieved 100,000 units in January 2019, and achieved 150,000 units in November, the same year. Current produced models have been added namely Dream 110, Livo, CB Shine SP, XBlade, and CB Hornet 160R.

Himihiko Katsuki, Managing Director and Chief Executive Officer of BHL, said that "The cumulative 200,000 units' production represents not only a significant milestone for Honda's motorcycle operations in Bangladesh but also shows that BHL is moving forward to the promising future. Heading towards our next milestone, we will continue to provide excellent products and wonderful services that exceed customer expectations." He thanks to nationwide all the dealers for their hard work and continuous effort to create the new milestone with BHL.

Honda is committed to offering the highest-quality products at reasonable price while contributing to society by providing people with the joy and freedom of mobility. Through these efforts, BHL will strive to be a company that society wants to exist in Bangladesh. Driven by strong passion, the company will take on new challenges to fulfill this mission prioritizing customer's satisfaction.

【Honda's motorcycle production milestone in Bangladesh】

2013 (December)	: Motorcycle production commences at CKD factory
2018 (January)	: 50,000 units cumulative production milestone
2019 (January)	: 100,00 units cumulative production milestone
2019 (November)	: 150,000 units cumulative production milestone
2020 (December)	: 200,000 units cumulative production milestone

【About Bangladesh Honda Private Limited (BHL)】

Established in Bangladesh	December 2012
Representative	Himihiko Katsuki, Managing Director and CEO
Location	- Head office and factory: Abdul Monem Economic Zone, Char Baushia, Gajaria, Munsiganj, Bangladesh. - Dhaka Office: Crystal Palace (12th Floor), House# 22, Road#140, Gulshan-1, Dhaka-1212.
Capital	3.6 Billion Bangladeshi Taka
Capitalization ratio	-70% Honda Group (Honda Motor Co., Ltd. and Asian Honda Motor Co., Ltd.) -30% Bangladesh Steel and Engineering Corporation under the Ministry of Industries
Business	Import, production, and sales of motorcycles and parts
Employment	575 associates (as of November, 2020)
Dealer Network	126 Operational dealers (as of December 15, 2020)
Sales models	7 models: - Models produced by BHL: Dream 110, LIVO 110, CB Shine SP 125, XBlade 160, CB Hornet 160R - Imported CBU models: Dio 110, CBR150R
Factory land area	25 acres
Factory size	14,000 square meters
Production capacity	100,000 units/year (as of December 2020)

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